WHAT IS CLAIMED IS:

1. A linear light emitter comprising:

a translucent rod-shaped body which has a light incident portion at least at one end thereof and which has, on a peripheral side surface running along an axial direction, a light reflecting layer reflecting incident light from the light incident portion,

wherein the translucent rod-shaped body satisfies a following formula, $0.01 \leq LW/LC \leq 0.2$, given that a length of an outer periphery of the translucent rod-shaped body is LC (mm) and a line width of the light reflecting layer is LW (mm) in a cross-section orthogonal to an axial direction of the translucent rod-shaped body.

2. A linear light emitter according to Claim 1, wherein the line width of the light reflecting layer gradually increases as a distance from the light incident portion increases.

3. A linear light emitter according to Claim 1, wherein an intensity of reflected light from the light reflecting layer in a direction orthogonal to a substantial center of the light reflecting layer in the cross-section orthogonal to the axial direction of the translucent rod-shaped body is 200 cd/m^2 or more.

4. A linear light emitter according to Claim 1, wherein a configuration of a cross-section of the linear light emitter is either a perfect circle or an oval.

5. A linear light emitter according to Claim 1, wherein the linear light emitter has a translucent clad whose refractive index is lower than that of the translucent rod-shaped body and which covers the translucent rod-shaped body, and the light reflecting layer formed on the peripheral side surface along the axial direction at the translucent rod-shaped body.

6. A linear light emitter according to Claim 1, wherein the translucent rod-shaped body comprises an acrylic resin, and the translucent clad comprises a translucent resin having a refractive index lower than that of the translucent rod-shaped body, and the light reflecting layer comprises light scattering particles.

7. A linear light emitter according to Claim 1, comprising a light reflecting protective layer on the translucent clad so as to cover the light reflecting layer.

8. A linear light emitter comprising:

a translucent rod-shaped body which has a light incident portion at least at one end thereof and which has, on a peripheral side surface running along an axial direction, a light reflecting groove reflecting incident light from the light incident portion,

wherein an angle θ (°) formed by an axis orthogonal to an axial direction of the linear light emitter and a light incident surface at the light reflecting groove is $30 \leq \theta \leq 60$.

9. A linear light emitter according to Claim 8, wherein the angle θ (°) gradually increases as a distance from the light incident portion increases.

10. A linear light emitter according to Claim 8, wherein the light reflecting groove is one of V-shaped and inverted cone-shaped.

11. A linear light emitter comprising:

a translucent rod-shaped body which has a light incident portion at least at one end and at which a light reflecting groove, which has a light reflecting surface facing the light incident portion, is formed on a peripheral side surface running along an axial direction,

wherein the light reflecting groove has groove walls at both ends of the light reflecting surface.

12. A linear light emitter according to Claim 11, wherein the groove walls are disposed opposingly and parallel to an axial direction of the linear light emitter, at both ends of the light reflecting groove.

13. A linear light emitter according to Claim 11, wherein the groove walls are positioned in substantially a normal line direction with

respect to a groove bottom.

14. A linear light emitter according to Claim 11, wherein the groove bottom extends in substantially a normal line direction with respect to the axial direction of the linear light emitter.

15. A linear light emitter according to Claim 11, wherein the light reflecting groove is either of a V-shaped groove or a V-shaped groove whose both end portions are inverted cone-shaped.

16. A linear light emitter comprising:

a translucent rod-shaped body which has a light incident portion at least at one end and at which a light reflecting groove, which has a light reflecting surface facing the light incident portion, is formed on a peripheral side surface running along an axial direction,

wherein a surface roughness (Ra) of the light reflecting surface at the light reflecting groove is 0.5 μm or less.

17. A linear light emitter according to Claim 16, wherein the surface roughness (Ra) of the light reflecting surface at the light reflecting groove is 0.3 μm or less.

18. A linear light emitter according to Claim 16, wherein the light reflecting groove has groove walls at both ends of the light reflecting

surface.

19. A linear light emitter according to Claim 16, wherein the groove walls are disposed opposingly and parallel to an axial direction of the linear light emitter, at both ends of the light reflecting groove.

20. A linear light emitter according to Claim 16, wherein the groove walls are positioned in substantially a normal line direction with respect to a groove bottom.

21. A linear light emitter according to Claim 16, wherein the groove bottom extends in substantially a normal line direction with respect to the axial direction of the linear light emitter.

22. A linear light emitter according to Claim 16, wherein the light reflecting groove is either of a V-shaped groove or a V-shaped groove whose both end portions are inverted cone-shaped.

23. A linear light emitter comprising:

a translucent rod-shaped body which has a light incident portion at least at one end thereof and at which a light reflecting groove, which has a light reflecting surface facing the light incident portion, is formed on a peripheral side surface running along an axial direction, wherein a light reflecting film is formed at the light reflecting groove of the translucent rod-shaped body and at a land portion other than the light reflecting groove.

24. A linear light emitter comprising:

a translucent rod-shaped body which has a light incident portion at least at one end thereof and at which a light reflecting groove, which has a light reflecting surface facing the light incident portion, is formed on a peripheral side surface running along an axial direction,

wherein a light reflecting film is formed at the light reflecting surface at the light reflecting groove.

25. A linear light emitter comprising:

a translucent rod-shaped body which has a light incident portion at least at one end thereof and at which a light reflecting groove, which has a light reflecting surface facing the light incident portion, is formed on a peripheral side surface running along an axial direction,

wherein a light reflecting film is formed at the light reflecting surface after polishing at the light reflecting groove.

26. A linear light emitter according to Claim 25, wherein a surface roughness (Ra) of the light reflecting surface after polishing is 1.0 μm

or less.

27. A linear light emitter according to any one of Claims 23 through 25, wherein the light reflecting film is a metal film selected from silver, nickel, chromium, iron, titanium, gold, aluminum, and alloys thereof.

28. A linear light emitter according to any one of Claims 23 through 25, wherein the light reflecting groove has groove walls at both ends of the light reflecting surface.

29. A linear light emitter according to any one of Claims 23 through 25, wherein the groove walls are disposed opposingly and parallel to an axial direction of the linear light emitter, at both ends of the light reflecting groove.

30. A linear light emitter according to any one of Claims 23 through 25, wherein the groove walls are positioned in substantially a normal line direction with respect to a groove bottom.

31. A linear light emitter according to any one of Claims 23 through 25, wherein the light reflecting groove is either of a V-shaped groove or a V-shaped groove whose both end portions are inverted cone-shaped.

32. A linear light emitter comprising:

a translucent rod-shaped body which has a light incident portion at least at one end thereof and at which a light reflecting groove, which has a light reflecting surface facing the light incident portion, is formed on a peripheral side surface running along an axial direction,

wherein a material having a refractive index higher than a refractive index of the translucent rod-shaped body is coated on the light reflecting surface at the light reflecting groove.

33. A linear light emitter according to Claim 32, wherein a refractive index difference between the refractive index of the translucent rod-shaped body and the material having a refractive index higher than the refractive index of the translucent rod-shaped body is 0.05 or more.

34. A linear light emitter according to Claim 32, wherein the high refraction material is selected from polystyrene (PS), polycarbonate (PC), tin-doped indium oxide (ITO), antimony-doped tin oxide (ATO), and aluminum-doped zinc oxide.

35. A linear light emitter according to Claim 32, wherein the light reflecting groove has groove walls at both ends of the light reflecting surface.

36. A linear light emitter according to Claim 32, wherein the groove walls are disposed opposingly and parallel to an axial direction of the linear light emitter, at both ends of the light reflecting groove.

37. A linear light emitter according to Claim 32, wherein the groove walls are positioned in substantially a normal line direction with respect to a groove bottom.

38. A linear light emitter according to Claim 32, wherein the light reflecting groove is either of a V-shaped groove or a V-shaped groove whose both end portions are inverted cone shaped.

39. A linear light emitter according to any one of Claims 8, 11, 16, 23, 24, 25, and 32, wherein a vertical angle of the light reflecting groove is 60° to 120°.

40. A linear light emitter according to any one of Claims 8, 11, 16, 23, 24, 25, and 32, wherein the linear light emitter has a translucent clad whose refractive index is lower than that of the translucent rod-shaped body and which covers the translucent rod-shaped body.

41. A linear light emitter according any one of Claims 8, 11, 16, 23, 24, 25, and 32, wherein an intensity of reflected light from the light reflecting groove in a direction opposing the light reflecting groove is

500 cd/m^2 or more.

42. A linear light emitter according to any one of Claims 8, 11, 16, 23, 24, 25, and 32, wherein a configuration, at a side opposing a light reflecting groove side, in a cross-section in a direction orthogonal to the axial direction is either of a portion of a perfect circle or a portion of an oval.

43. A linear light emitter according to any one of Claims 8, 11, 16, 23, 24, 25, and 32, comprising a light emitter illuminating light to the light incident portion at the translucent rod-shaped body.

44. A linear light emitter according to any one of Claims 1, 8, 11, 16, 23, 24, 25, and 32, wherein the linear light emitter is used as a lamp for a vehicle.

45. A linear light emitter according to any one of Claims 1, 8, 11, 16, 23, 24, 25, and 32, wherein the linear light emitter is multicolor.

46. A method of manufacturing a linear light emitter, comprising the steps of:

inserting a transfer film which comprises a base film and a transferable light reflecting film layer, into an injection molding mold for molding a translucent rod-shaped body of a linear light emitter, which has a configuration corresponding to the translucent rod-shaped body at an interior thereof; and

transferring the light reflecting film layer of the transfer film to the translucent rod-shaped body simultaneously with injection charging of a translucent rod-shaped body material,

wherein the linear light emitter comprises the translucent rod-shaped body which has a light incident portion at least at one end thereof and at which a light reflecting film is formed at a surface on a peripheral side surface running along an axial direction.

47. A method of manufacturing a linear light emitter comprising the steps of:

inserting a transfer film which comprises a base film and a transferable light reflecting film layer, into an injection molding mold for molding a translucent rod-shaped body of a linear light emitter, which has a configuration corresponding to a light reflecting groove of the translucent rod-shaped body at an interior of the injection molding mold; and

transferring the light reflecting film layer of the transfer film to the light reflecting groove of the translucent rod-shaped body simultaneously with injection charging of a translucent rod-shaped body material,

wherein the linear light emitter comprises the translucent rod-shaped body which has a light incident portion at least at one end thereof and which has the light reflecting groove, at whose surface a light reflecting film is formed, on a peripheral side surface running along an axial direction.

48. A method of manufacturing a linear light emitter according to any one of Claims 46 and 47, wherein the light reflecting film is a metal film selected from silver, nickel, chromium, iron, titanium, gold, aluminum, and alloys thereof.